

Major/Special Events Guidelines and Procedures

A "Major/Special" event is defined as any activity where one or more of the following may apply:

Type of event

Event held is a concert, dance, rally, cultural program, party or other special kind of event.

Location of the event

The event is held in one of the following areas: Union Theater, Ballroom, Concourse, Fireside Lounge, Kenwood Inn, Milwaukee Room, Snack bar, Spaights Plaza, Wisconsin Room, Gasthaus (when applicable) or reserveable program areas in the Sandburg Commons.

Event access

Access to the event is restricted to one of the following:

- A. UWM Students**
- B. UWM Students and their individual guest, 18 years or older (no pass outs)**
- C. UWM Students and their guest 19 years and older**
- D. UWM Students and their guest 21 years and older**
- E. UWM Students and other college students with valid college I.D. and valid State Picture ID.**

** UWM Student Union Staff will be responsible for checking ID's.*

Categories A-E:

UWM Students must have their valid student identification in their possession. Non-UWM Students must have their valid State ID in their possession. All events are open to UWM Students. Non-UWM Students may be present if accompanied by a UWM Student. Each UWM Student is welcome to bring one (1) guest to an event. The exception is given to parents or guardians of the UWM Student in which two (2) guests will be permitted when accompanied with the UWM Student. Anyone not possessing the proper identification or guest status may be denied entrance or be removed from the event.

No hats, sport logo attire, or coats will be allowed into the event. A coat check room will be provided by the union. Anyone failing to comply will be denied entrance or be removed from the event.

- F. UWM Students and other persons as specifically requested or general public.**

Category F:

UWM Students must have their valid student identification in their possession. Non-UWM Students must have their valid State ID in their possession. Anyone not possessing the proper identification or guest status may be denied entrance or be removed from the event.

This option is not available for dances, musical band concerts, or comedy events. The Director of the UWM Student Union reserves the right to suspend this option to other types of events.

Size of Event

All limits as to room capacity must be adhered to. Sponsoring Organizations will be held accountable for violations of room capacity. If in public forum it appears the room is too small the UWM Student Union reserves the right to relocate the event to another room if available at the start of the event. The UWM Student Union will have a staff member present to monitor the room capacity. If violations are found the event may be stopped and immediately cancelled.

Ticket Sales and Admission Collection

No more tickets can be sold for an event than the legal number stated for the room capacity.

Events with admission charges or suggested donations must have a cashier and change fund provided by the UWM Union. Solicitations during the course of an event are not permitted.

Security

Security will be designated through the Special Security Events Committee (SSEC) Guidelines.

In order to insure the safety and comfort of all Union patrons and to guarantee compliance with state, local, University and UWM Student Union laws, ordinances and policies, all major/special events must be in compliance with the Special Security Events Policy.

Outside Security will be hired if the SSEC has decided it necessary to improve the safety of the attendants and help in creating a smoother operation for the event.

The sponsoring organizations will meet with the SSEC if contacted to do so by the UWM Student Union Director no later than one week prior to the event to discuss security concerns.

Registration of Events

All reservations considered major/special events should be submitted to Conference and Reservations Office at least 45 days prior to the date of the event for University Departments and non-University Organizations, and 21 days prior for Student Organizations.

The Conference and Reservations Department reserves the right to relocate a group to a room that is more appropriate for the group's size or type of program.

Major/Special event requests, particularly entertainment events, will be reviewed to determine whether and under what conditions the event can be held and the safety of persons or property at UWM assured. The organization has the option of review by the Union Director or by the Special Security Events Committee (SSEC). The organization should submit the following information:

- the Major/Special Event Request Form

- biography on performing group, if applicable
- Major/Special Event Review Questionnaire

If approved, the request shall be forwarded to the Conference and Reservations Office for further processing.

Registration of Additional Services

All requests University Departments and Non-university Organizations for audio-visual equipment, room setup, security, and catering are to be submitted to the appropriate office no later than 21 days prior to the event (Catering requests to the Catering Office; non-food requests to the Conference and Reservations Office.) All requests by Student Organizations are to be submitted in advance no later than 10 days for audio-visual equipment, 14 days for room setup, and 21 days for catering.

Catering

Catering at the University of Wisconsin-Milwaukee must be provided by the UWM Union Dining Services Department. Outside caterers are prohibited from catering on the UWM campus. Because of Wisconsin Health Regulations, user groups are prohibited from preparing and/or bringing in their own food. In order to comply with Board of Regents regulations (Resolution 252, 7/14/72) and University and UWM Union Guidelines, all alcoholic beverages must be supplied by Union Dining Services.

Cost and Payment of Event

Unless credit has been established and pre-approved all Non-University Organizations will be required to furnish a 50% deposit of all anticipated charges. The balance of all anticipated charges are to be paid by noon 3 business days prior to the event.

Student Organizations and University Departments are required to prepay all anticipated charges unless the charges will be paid via state funds. In this situation, a billing authorization and a copy of the requisition with authorized signatures must be forwarded to the Conference and Reservations Department prior to the event.

Cancellations

A Cancellation fee will be assessed if cancellation of a Major Event occurs within 45 days of the event. The cancellation fee shall be the same as the facility usage fee for the reservable area. Cancellations fees for Student Organizations will be assessed if cancellation occurs within 14 days of the event.

The appeals to fees will be heard by the Union Policy Board. The UPB reserves the right to lessen or waive the cancellation fees.

Publicity and Advertisement

Copies of publicity (flyers, copy of news release, radio spots, etc.) shall be submitted to the Conference and Reservations for review to assure sponsoring organizations compliance with University Policies. Radio Spots must designate who is allowed to attend.

Violations

Any sponsor found in violations with any section of this policy may lose their programming ability within the UWM Student Union for a minimum of one semester. This disciplinary action will be the decision of the Director of the UWM Student Union and the SSEC. Such actions will be reported to the Union Policy Board immediately.

Appeals

Any problems or concerns to this policy may be addressed to the Union Policy Board which will cooperate with the Director of the Union and the Special Security Events Committee.